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北欧设计

创意周

2013 Nordic Design and Innovation Week

Nordic Innovation Week 11.1-10

纯

纯·北欧设计创意周 Nordic Design and Innovation Week 2013年11月1日-10日 November 1st -10th, 2013

地点: 上海市黄浦区局门路436号, 八号桥二期 Venue: Bridge 8, phase 2 436 Jumen Road, Shanghai

## 北欧时尚美食秀

I'm A Kombo诚邀各位前来参观我们的创意平台。这一平台旨在为身在上海的行动人士和新锐人士勾勒和设计一种绝无仅有的美食体验。

I'm A Kombo (创办人拉斯·阿斯科夫、博·林德加德) 自认为是被誉为“现代料理”厨艺运动的一份子, 不断拓展美食疆域。I'm A Kombo的宏伟目标是, 打造一种新型社交空间, 让美食成为社会基石, 而非仅是营养来源。I'm A Kombo这一名称的寓意是高品质技艺和无限想象力的融合。

起初, Soulland (创办人希拉斯·阿德勒、雅各布·坎普·柏林纳) 仅是一家专门印制T恤衫的小型公司, 如今, 该公司已经成长为一个享誉全球和卖场遍及欧美顶级商铺的知名男装品牌。Soulland的设计美学植根于斯堪的纳维亚传统工艺, 通过对服饰细节的重点关注, 从现代美学的视角重新诠释了经典男装的定义。

通过这个千载难逢的机会, 您将能够品尝一场充满想象和童趣的大餐, 其关键元素是互动与创意。通过对于味道、食材组合和烹饪技法的具有科学依据的探索, 我们诚邀您前来感受一场新型北欧社交空间之旅, 其特点不仅包括独树一帜的珍馐美味, 还包括北欧国家的时尚风格。

欢迎大家前来观赏《北欧时尚美食秀》这一创意平台!

## FOOSHION DINNER

We invite you to a creative platform on which chef collective I'm A Kombo, together with fashion brand Soulland, thinks, draws and design a mealing-experience for Shanghai's movers and shakers. A cross collaboration between New Nordic food & fashion.

I'm A Kombo (by Lasse Askov and Bo Lindegaard) consider themselves to be part of the movement within gastronomy known as "modernist cuisine" where they continuously question its boundaries. It is their ambition to create a new social space where food becomes a social brick, more than mere nutrition. I'm A Kombo refers to the combination of tasteful skills and limitless imagination.

Soulland (by Silas Adler and Jacob Kampff Berliner) started as a small company specialized in print t-shirts has now grown into a well-established menswear brand recognized worldwide and represented in leading stores across Europe and the USA. Soulland's design aesthetic is rooted in traditional Scandinavian craftsmanship and through great attention to the detailing of the clothes, classic menswear is re-interpreted with a present-day aesthetic.

On this unique occasion, you will be able to experience an imaginative, playful meal where interaction and innovation are key elements. Through a scientifically founded exploration of flavor, composition and preparation – you are invited to experience a new Nordic social space featuring not only unique food, but also Nordic Fashion.

Welcome to FOOSHION!

### 18:00-20:00 – 《北欧时尚美食秀》

由瑞典总领事维多利亚女士主持

### 18:00-20:00: Nordic FOOSHION

Hosted by Consul General of Sweden in Shanghai Ms. Viktoria Li